

WXRL has had the same "country," format, same local ownership, and same call letters for the past 34 years. WXRL strives to be a better than responsible broadcaster. WXRL is a stand alone AM, in a world of conglomerate radio ownership. The competition from the conglomerates is fierce, along with relenting deals being put forth from print, tv, and cable media, and even recently, dollars being taken out of the advertising market to the public broadcasting sector as they look for ways to support themselves other than public donations. Yes, you heard right, we survive as a stand alone AM. I continually run into other broadcasters locally and at such venues as the Broadcasters convention in Vegas, where I see looks of shock on other broadcasters faces when I tell them we only have one station in Buffalo, NY. THEIR FIRST RESPONSE TO ME IS "HOW CAN YOU GUYS POSSIBLY SURVIVE WITH ALL THE REGULATIONS, ESCALATING COSTS OF DOING BUSINESS, AND CRUNCHING COMPETITION DEALS BEING OFFERED TO ADVERTISERS BY THE CONGLOMERATES THAT THEY KNOW I CAN'T OFFER....WXRL WORKS, WORKS, AND WORKS, HARDER TO BRING THE PUBLIC A GREAT PRODUCT THAT THEY CAN'T RECEIVE ANYWHERE ELSE, AND WE ARE TRULY INVOLVED IN SUPPORTING THE LOCAL COMMUNITY, AND WESTERN NEW YORK ECONOMY. FROM AIRING HIGH SCHOOL SPORTS GAMES, COLLEGE BASKETBALL GAMES, TO SERVING ON THE LANCASTER AREA CHAMBER OF COMMERCE, EVEN VICE & CHAIRPERSON POSITIONS, WXRL AND IT'S EMPLOYEES WEAR MANY HATS TO MAKE THIS BUSINESS FUNCTION. IF YOU EVER ASK PEOPLE IN WNY ABOUT THIS STATION, YOU WILL ONLY HEAR POSITIVE, BECAUSE FROM THE TOP ON DOWN WE ARE OUT TO MAKE THIS A BETTER PLACE TO WORK AND LIVE. NO ONE AT THIS STATION IS OVERPAID. TOUGH COMPETITION, LOW AD RATES, AND A SMALL STAFF MAKE IT IMPOSSIBLE TO GROW AT A STEADY RATE. BEYOND THIS PREFACE, I CAN ONLY SAY THAT I WOULD NOT EVEN NORMALLY HAVE THE TIME TO RESPOND AS WE ARE ALL WORKING CONSTANTLY TO KEEP "CLASSIC COUNTRY & LOCAL INTERESTS," ALIVE IN THE BUFFALO AREA. WXRL IS NOT AUTOMATED. WE STILL HAVE TURNTABLES IN REGULAR USE, REEL TO REEL DINOSAURS, AND OUR EXPANSION TO 5000 WATTS LAST MAY WAS A PLAN THAT TOOK 20 PLUS YEARS TO MAKE REALITY PRIMARILY DUE TO THE COST. NOW WE'RE TOLD THAT TO SURVIVE, WE NEED TO FIND ANOTHER \$100,000 TO GO DIGITAL, AUTOMATE, AND CONVERT OUR TRANSMITTER TO BROADCAST IN IBOC STEREO. MODERNIZATION IS EXTREMELY DIFFICULT AT A STAND ALONE WITH LIMITED ACCESS TO CASH FLOW DOLLARS TO MAKE SUCH PROJECTS AND WISHES HAPPEN.

NOW, TO ADD MY BELIEFS AS OPPOSED TO FEELINGS ON THIS ISSUE OF HAVING TO RECORD ALL THAT IS TRANSMITTED BY US ON OUR DESIGNATED FREQ.....

1) We cannot afford any such device to record this. We don't even have our music on hard disc. Until recently, the old computers used to write copy were given to us by other businesses or in my case my desktop and laptop were paid for by my wife as a present because she knew the station could not afford them, and I needed them desperately to be more productive. Our traffic logs are still being done on typewriters!

2) There is only one board operator on at a time, doing many things at once including production in between songs, and programs on cd ( syndicated eve shows).

3)At a stand alone, our conscientious staff that is thankful to be working in broadcasting even empties the wastebaskets, takes out the trash, and shovels the stairs and walkways during the many drifting snowstorms we receive out in this largely open to severe wind area just 10 minutes East of Buffalo.

4) Even if the FCC provided engineers, compensated them, and donated recording apparatus to make this a reality,there would still be a reliability problem. WXRL employs a multitude of part-timers who work one day a week because they "LOVE," radio and this station for providing a much needed niche' to giving exemplary programming to the public. Some of them know little more than pushing buttons, and knowing how take readings, observe and report problems. It is a proud moment when they are able to run out to the shed in back and start the generator during the frequent power outages we are subject to at our station's locale. If we get back on the air within five minutes it is a cause for

celebration. The generator is from 1965, as is much of our equipment. We update as we can, but recording all is an unbearable thought.

5) I ask that you consider a true broadcaster's request to not add this recording stipulation to our transmissions. We would not even know where to start to be able to do it. We employ an engineering firm to keep our equipment going and have to pay for each and every repair or modification.

We do our very best to follow all regs and rules, and even stay away from any "grey," areas. It is not fair to impose penalty of additional burden on those who aid the community to which they are licensed. I ask that you please consider our station's unique position amongst the many broadcaster's who only care about the bottom line when making your concluding decision. That is not us. If it were, the owner of Dome Broadcasting would have sold years ago. This is a family operation, where Mom, Dad, three sisters, one aunt, one Son, and a close bunch of those who believe in radio work countless hours to keep classic country & local programming of community interest alive.

If I can suggest any possible solutions to you in private, or you wish to discuss this personally, please feel free to call me at 716-681-1313, or e-mail me at Lou@wxrl.com and I would be happy to meet with you if you are ever in the Western New York area.

Thanking you for your consideration in this matter I remain,

Lou Schriver IV

WXRL RADIO

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